



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Insights Lead - China
Business Unit / Group Function	BBU
BU Team / Sub-Function	Global Marketing
Location	Shanghai
Team Leader	Director of CMI & Innovation
Team Members	No
Job Level	3b
Role Purpose	
Work with the Global and Local Marketing and CMI teams to lead the consumer planning agenda in China, that deepens understanding of consumers in a way that drives impact with insights across brand plans, assets and activities	
Accountabilities	
<ul style="list-style-type: none">• Ensure a deep and common understanding of consumers in China is embedded within local and global plans and assets and activities are relevant to the consumer opportunities developed• Identify and demonstrate the consumer opportunity for global teams such that every priority brand in China has a well understood consumer profile that is applied into all marketing activities• Lead the implementation of the WG&S segmentation study such that consumer typologies and occasions are brought to life and actioned across teams developing assets• Lead the implementation of the WG&S brand equity program in China, ensuring a clear and aligned view of the diagnosis of equity performance and is actioned within plans and assets• Ensure all ad hoc consumer research is prioritised and managed aligned to global standards with demonstrable insight to action• Establish and develop strong partnerships with priority brand teams to achieve a culture of continuous learning via a clear and common understanding of the effectiveness and efficiency of assets deployed• Establish and develop a strong network of local agencies to partner with in the delivery of brand planning and insight programs	



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<ul style="list-style-type: none">• Adhere to relevant WG&S' reporting standards and governance procedures, providing information and insights, and participating in meetings related to performance management and business planning as per the William Grant Way (WGW)	
Created by:	Iain Leopold
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HRBP:	
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